

**What is claimed is:**

1. A bi-directional type broadcasting and delivery method, comprising the steps of:

5 (a) broadcasting a program including an advertisement program of articles from a broadcasting system to a user terminal, said advertisement program being produced by an advertising agent in response to a demand transmitted by an advertiser from an advertiser system to an advertising agent system;

10 (b) selecting on said user terminal, a specific one of said articles in which a user has interest when said user views said advertisement program on said user terminal;

(c) informing said selection to a service system through a network with a user ID;

15 (d) preparing a private page for said user based on detailed data of said specific article and said user ID;

20 (e) downloading said private page from said service system to said user terminal through said network; and

(f) carrying out purchase or reservation of said specific article on said user terminal on which said detailed data of said specific article is displayed.

2. The bi-directional type broadcasting and

delivery method according to claim 1, further comprising the steps of:

(g) transmitting policy data for said advertisement program determined by said advertiser from said advertiser system to said advertising agent system and demanding production of said advertisement program to said advertising agent, said policy data being transmitted from said advertising agent system to said service system, and

(h) demanding said broadcasting of said advertisement program produced by said advertising agent based on said policy data, from said advertising agent system to said broadcasting system.

3. The bi-directional type broadcasting and delivery method according to claim 2, further comprising the step of:

(i) paying an advertisement production fee from said advertiser to said advertising agent; and

(j) paying a broadcasting fee from said advertising agent to a broadcast company.

4. The bi-directional type broadcasting and delivery method according to claim 1, further comprising the step of:

(j) charging a fee to said advertiser system by said service system for every transaction of said

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5. The bi-directional type broadcasting and delivery method according to claim 1, wherein said (d) preparing step comprises the step of:

5 specific article based on policy data.

policy data is predetermined by said advertiser.

comprising the step of:

5 by said service system for every transaction of said

determining step comprises the step of:

5 specific article based on said policy data, and at

time data at said selection.

9. The bi-directional type broadcasting and delivery method according to claim 1, further comprising the steps of:

(n) producing marketing data by said service  
5 system based on said purchase or reservation of said specific article; and

(o) transmitting said marketing data from  
said service system to at least one of said advertiser  
system, said advertising agent system and said  
10 broadcasting system.

10. The bi-directional type broadcasting and delivery method according to claim 9, wherein said detailed data of said specific article is determined based on policy data, and

5 said method further comprises the steps of:

(p) optimizing said policy data based on said  
transmitted marketing data in said at least one of  
said advertiser system, said advertising agent system  
and said broadcasting system, to update said policy  
10 data of said service system.

11. The bi-directional type broadcasting and delivery method according to claim 1, wherein said (b) selecting step comprises the step of:

(q) recording an ID of a guide program for  
5 said advertisement program in said user terminal by

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selecting said advertisement program, and

said (c) informing step comprising the steps  
of:

(r) starting said guide program on said user  
10 terminal;

(s) transmitting said guide program ID and  
said user ID from said user terminal to said service  
system; and

(t) managing said user ID and said guide  
15 program ID as a database.

12. A bi-directional type broadcasting and  
delivery system, comprising an advertiser system of an  
advertiser, an advertising agent system of an  
advertising agent, a broadcasting system of a  
5 broadcasting company, a user terminal of a user, and a  
service system which are connected to a network,

wherein said advertiser determines policy  
data for an advertisement program, and transmits said  
policy data and a demand of production of an  
10 advertisement program of articles of said advertiser  
from said advertiser system to said advertising agent  
system,

said advertising agent produces said  
advertisement program based on said ~~poly~~ data in  
15 response to the demand of production of said  
advertisement program, and said advertising agent

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5 informed to said service system.

specific article based on said policy data.

each time said detailed data is determined.

5 least one of customer data of said user and season and  
time data at said selection.

purchase or reservation of said specific article, and

5 transmits said marketing data to at least one of said advertiser system, said advertising agent system and said broadcasting system.

19. The bi-directional type broadcasting and delivery system according to claim 18, wherein said policy data is optimized based on said transmitted marketing data in said at least one of said advertiser  
5 system, said advertising agent system and said broadcasting system such that said policy data in said service system is updated.

20. The bi-directional type broadcasting and delivery system according to claim 12, wherein an ID of a guide program for said advertisement program is recorded in said user terminal in response to the  
5 selection of said advertisement program, and said user terminal starts to display said guide program and transmits said guide program ID and said user ID to said service system,

said service system manages said user ID and  
10 said guide program ID as a database.

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